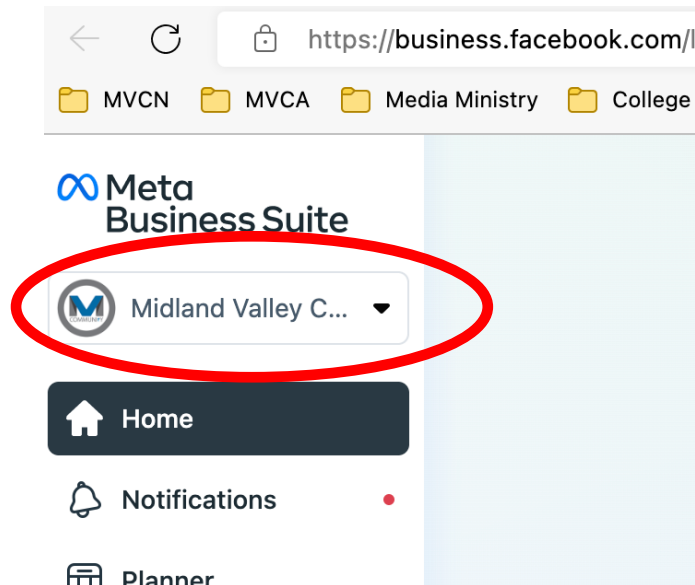
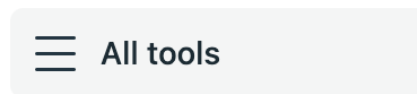


## FACEBOOK INSIGHTS: SINGLE POINT LESSON

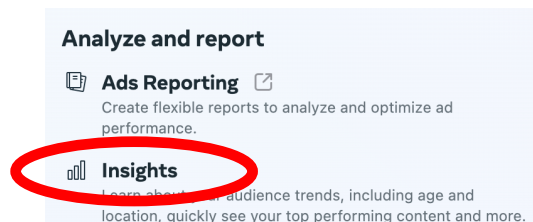
1. You must be an admin to the Facebook page and it's best to use a computer. Keep in mind Facebook continues to alter features and menu items. This was created 11/1/2022
2. To locate all administrative settings and features go to <https://business.facebook.com>
3. If you are an admin to multiple Facebook pages and groups, be sure to select the correct one from the drop-down box. See red circle below as an example.



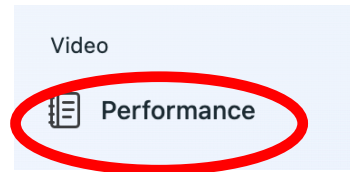
4. Click "All tools" on the left-hand side navigation bar.



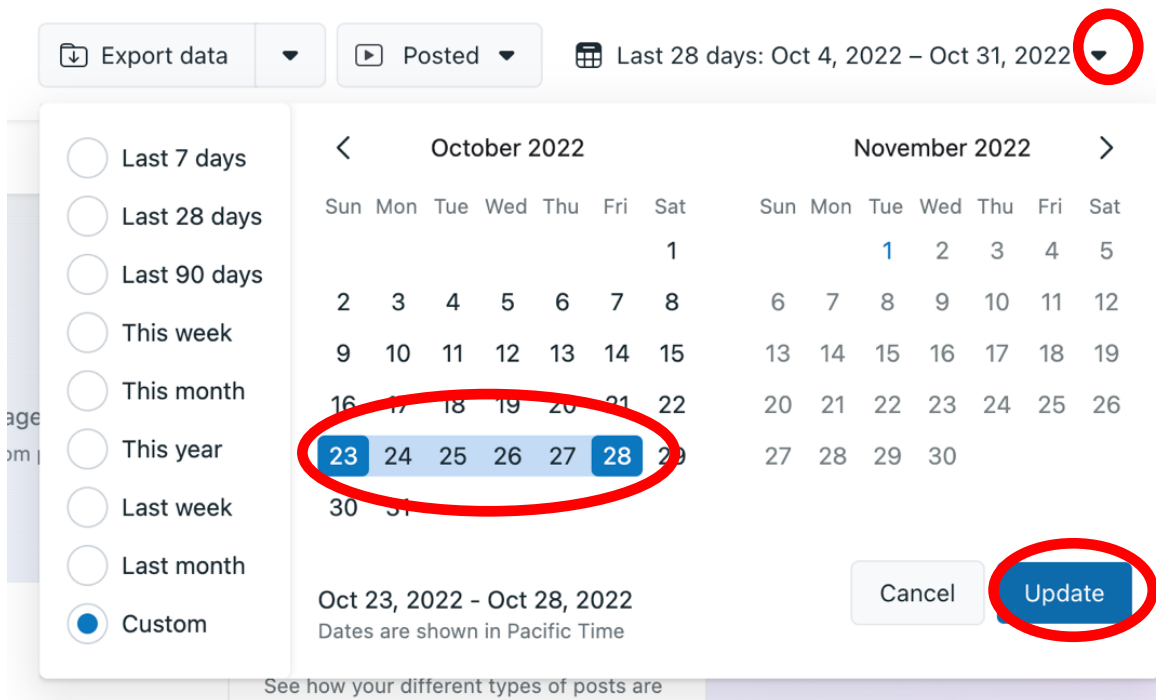
5. Locate "Analyze and report", then click "Insights"



6. Under “Insights” navigation menu on left, look for Video section and click “Performance”




7. We want to filter by Date, look to the upper right-hand corner and filter by desired date. Example: for Sunday service, wait until Saturday and filter from Monday – Friday of that week. Don't forget to click the drop-down arrow near calendar to easily click and chose date range. Once date range is selected click “Update” button.



8. Scroll down the page until you see the section “Top performers” that occurred in your date range. In this example, total minutes viewed is 1.4K. This is all you need for your online attendance calculation. 1400 minutes viewed divided by 30 minutes = 47 online viewers between October 23<sup>rd</sup> and 28<sup>th</sup> for this service.

**Total Minutes Viewed / 30 Minutes or Half of the Service Length (Whichever is less) = Total Viewers**

Top performers			
Title		Date created ↑↓	Minutes viewed ⓘ
	Set Free From Me, Part III Midland Valley Community	<a href="#">View insights</a>	1.4K Minutes viewed

Note: you can click on the “View insights” button to obtain other importance information. Examples: what were the analytics by country, state, Facebook followers and non-followers, audience retention, comments, etc. This helps determine is it a guest viewing and/or your target audience when running Facebook ads.